8853530 Ver# 3 Status Revised Traffic Order# 37046

Printed: Last Received: 08/29/2012 10:13 AM

08/29/2012 8:11 AM

Showing Buylines: All Lines

Station KLAS-TV LAS VEGAS

Advertiser) ROMNEY, MITT Product ROMNEY/PRESIDENT/REP

Estimate#

Rep Order#

EC'd Yes

Buyer STEPHANIE KINCAID

Phone# Fax#

) AMERICAN RAMBLER PRODUCTION Agency

138 CONANT ST BEVERLY, MA 01915

Agency C/P1/P2/E

Flight Dates

08/22/2012 - 08/28/2012

Hiatus Weeks

Rep Firm

) WASHINGTON

Sales Office () MIKE JONES Salesperson (

Salesperson Phone# Salesperson FAX#

202-872-5880 202-872-0263

1 of

--- CONTRACT COMMENT ---

217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

PLS SEE LINES FOR NA, WILL CREDIT

TTL CREDIT: 41625

REV TTL: 96290

PLS CNF

T/R STEFAN FOR MIKE

1	LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
-													
		1	W-F	600A-700A		:30	\$1,100.00	08/22-08/24	6	1	6	\$6,600.00	
			Buylin	ne Comment:	6A NEWS								
		2	W-F	700A-900A		:30	\$900.00	08/22-08/24	6	1	6	\$5,400.00	
			Buylin	e Comment:	EARLY SHOW								
		WM and							Vod		_		
		3	W-F	900A- 1000A		:30	\$650.00	08/22-08/24	3	1	3	\$1,950.00	
			Buylin	e Comment:	LIVE W/KELLY								
		4	W-F	1000A- 1100A		:30	\$1,300.00	08/22-08/24	3	1	3	\$3,900.00	
			Buylin		PRICE IS RIGHT								
			Dayiii	.c commence.	Three to Men								
		*5	W-F	1100A-		:30	\$1,800.00	08/22-08/24	2	1	2	\$3,600.00	
				1200P			W=8 0.05 0.5						

Buyline Comment: Y&R

Sales Remark: V3 1X NA

V3 Comment Changed, Spots/week Changed

 Rep Order#
 8853530
 Ver#
 3
 Status Revised
 Traffic Order# 37046
 Printed:
 08/29/2012 10:13 AM
 2 of 6

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 08/29/2012 8:11 AM

Showing Buylines: All Lines

Prod	rtiser uct	LAS-TV LAS VEGAS () ROMNEY, MITT ROMNEY/PRESIDENT/R	ЕР	Agency () 138 COI BEVER	Rep Firm Sales Office () WASHINGTON Salesperson () MIKE JONES							
Estin Buye Phon Fax#	r	STEPHANIE KINCAID	Agency C/P1/P2/E Flight Dates Hiatus Weeks	08/22/2012 - 08/28/2012			Salesperson Salesperson		202-872-5880 202-872-0263			
LT	Ln	n Day Time Program			Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
	6	W-F 1200P- 1230P			:30	\$650.00	08/22-08/24	6	1	6	\$3,900.00	
		Buyline Comment	: NOON NEWS									
	7	W-F 1230P- 200P			:30	\$750.00	08/22-08/24	3	1	3	\$2,250.00	
		Buyline Comment	: BOLD & BEAUTIFUL									
	8	W-F 200P-300F Buyline Comment			:30	\$750.00	08/22-08/24	3	1	3	\$2,250.00	
	9	W-F 300P-400B			:30	\$800.00	08/22-08/24	6	1	6	\$4,800.00	
	10	W-F 400P-500E Buyline Comment			:30	\$900.00	08/22-08/24	6	1	6	\$5,400.00	
	*11	W-TH 500P-630F Buyline Comment Sales Remark: V V3 More than 2 code	: 5P NEWS /3 2X NA		:30	\$1,250.00	08/22-08/23	4	1	4	\$5,000.00	
	*12	<u>-</u>	: INSIDE EDITION /3 1X NA		:30	\$900.00	08/22-08/23	2	1	2	\$1,800.00	
	*13	W-TH 700P-800B Buyline Comment Sales Remark: V V3 More than 2 code	: ET /3 1x na		:30	\$1,000.00	08/22-08/23	2	1	2	\$2,000.00	

Showing Buylines: All Lines	EC'd Yes	rinted: 08/29/2012 10:13 AM 3 of 6 exerved: 08/29/2012 8:11 AM lines: All Lines
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						Showing Buylines: All Lines									
Station KLAS-TV LAS VEGAS Advertiser () ROMNEY, MITT Product ROMNEY/PRESIDENT/REP						138 CC BEVE	NANT S' RLY, MA		PRODUCTION	Rep Firm Sales Office () WASHINGTON Salesperson () MIKE JONES					
B P	stimate# uyer hone# ax#		STEPHANIE KINCAID		Agency C/P1/P2/ Flight Dates Hiatus Weeks		08/22/2012 - 08/28/2012			Salesperson Phone# Salesperson FAX#		202-872-5880 202-872-0263			
LT	Ln		ay	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart	
	*1		-ТН	1100P- 1130P			:30	\$1,700.00	08/22-08/23	4	1	4	\$6,800.00		
				e Comment:											
			ales Rem		3 2X NA										
		V.	3 More t	han 2 codes	s changed										
	15	W-	-F	1130P- 1230A			:30	\$650.00	08/22-08/24	3	1	3	\$1,950.00		
			Buylin	e Comment:	LETTERMAN										
	16	W		900P- 1000P			:30	\$10,000.00	08/22-08/22	1	1	1	\$10,000.00		
			Buylin	e Comment:	CRIMINAL MINDS										
	*1	7 F		900P- 1000P			:30	\$7,000.00	08/24-08/24	0	0	0	\$0.00		
			Buylin	e Comment:	CSI:NY										
		Sa	ales Rema	ark: V3	3 1X NA										
		V3	3 Commen	Changed,	Spots/week Changed										
	*1	8 F		1000P- 1100P			:30	\$7,000.00	08/24-08/24	0	0	0	\$0.00		
			Buylin	e Comment:	BLUE BLOODS										
		Sa	ales Rema	ark: V3	3 1X NA										
		V3	3 Commen	Changed,	Spots/week Changed										
	19	SI	4	500P-700P			:30	\$1,500.00	08/25-08/25	2	1	2	\$3,000.00		
			Buylin	e Comment:	NEWS ROTATION										
	*2	0 SA	1	530P-600P			:30	\$750.00	08/25-08/25	0	0	0	\$0.00		
			Buylin	e Comment:	POLITICS NOW										
		Sa	ales Rema	ark: V3	3 1X NA										

V3 Comment Changed, Spots/week Changed

 Rep Order#
 8853530
 Ver#
 3
 Status
 Revised
 Traffic Order# 37046
 Printed:
 08/29/2012 10:13 AM
 4 of
 6

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Station KLAS-TV LAS VEGAS Advertiser () ROMNEY, MITT Product ROMNEY/PRESIDENT/REP Estimate#			EP	Agency () 138 CO BEVER Agency C/P1/P2/E	Rep Firm Sales Office () WASHINGTON Salesperson () MIKE JONES								
Buyer Phone# Fax#		STEPHANIE KINCAID			Flight Dates Hiatus Weeks	08/22/2012 - 08/28/2012			Salesperson Salesperson		202-872-5880 202-872-0263		
LT L		Day	Time	Program		Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
	21 :	Sales Rem		ET 3 2X NA Spots/week Changed		:30	\$250.00	08/25-08/25	0	0	0	\$0.00	
*.	:	Sales Rem		ENCORE 3 2X NA Spots/week Changed		:30	\$2,500.00	08/25-08/25	0	0	0	\$0.00	
*.	:	Sales Rem		CRIMETIME 3 1X NA Spots/week Changed		:30	\$2,500.00	08/25-08/25	0	0	0	\$0.00	
*.	:	Sales Rem	ark: V3	48HR MYSTERY 3 1X NA Spots/week Changed		:30	\$4,000.00	08/25-08/25	0	0	0	\$0.00	
2	5 5	SA Buylin	1130P- 1230A e Comment:	THE UNIT		:30	\$150.00	08/25-08/25	1	1	1	\$150.00	
2	6 \$	SA Buylin	500A-700A e Comment:	EARLY SHOW/NEWS		:30	\$250.00	08/25-08/25	4	1	4	\$1,000.00	
2	7 :	Buylin	600A-630A e Comment:	6A NEWS SUN		:30	\$440.00	08/26-08/26	1	1	1	\$440.00	
21	3 \$	SU Buylin	630A-800A e Comment:	SUNDAY MORNING		:30	\$1,200.00	08/26-08/26	2	1	2	\$2,400.00	

 Rep Order#
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 3
 Status
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 Traffic Order# 37046
 Printed:
 08/29/2012 10:13 AM
 5 of 6

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 08/29/2012 8:11 AM

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Statio Adver	rtiser ict	KLAS-TV LAS VEGAS () ROMNEY, MITT ROMNEY/PRESIDENT/REP STEPHANIE KINCAID			Agency (138 C BEVE	Rep Firm Sales Office () WASHINGTON Salesperson () MIKE JONES							
Estim Buyer Phone Fax#	•				Agency C/P1/P2 Flight Dates Hiatus Weeks		08/22/2012 - 08/28/2012			Salesperson Phone# Salesperson FAX#		202-872-5880 202-872-0263	
rax# LT	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
	29	SU Buvl:	800A-830A			:30	\$1,200.00	08/26-08/26	2	1	2	\$2,400.00	
	30	su	830A-900A			:30	\$600.00	08/26-08/26	1	1	1	\$600.00	
	*31	su	930A- 1000A			:30	\$175.00	08/26-08/26	0	0	0	\$0.00	
		Sales Re		NEWS SUN 3 1X NA Spots/week Changed									
	*32	SU Buyl: Sales Re		5P NEWS SUN 3 3X NA		:30	\$1,700.00	08/26-08/26	0	0	0	\$0.00	
		V3 Comme	ent Changed,	Spots/week Changed									
	33	SU Buyl:	700P-800P ine Comment:			:30	\$12,000.00	08/26-08/26	1	1	1	\$12,000.00	
	34	SU	1000P- 1100P			:30	\$5,000.00	08/26-08/26	1	1	1	\$5,000.00	
		Buyl	ine Comment:	MENTALIST									
	35	su	1100P- 1130P			:30	\$750.00	08/26-08/26	2	1	2	\$1,500.00	
		Buyl:	ine Comment:	11P NEWS SUN									
	36	SU	500A-600A			:30	\$100.00	08/26-08/26	2	1	2	\$200.00	

Buyline Comment: 5A NEWS SUN

6 of 6 Rep Order# 8853530 Ver# Status Revised Traffic Order# 37046 Printed: 08/29/2012 10:13 AM EC'd Yes Last Received: 08/29/2012 8:11 AM

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Station KLAS-TV LAS VEGAS Agency) AMERICAN RAMBLER PRODUCTION Rep Firm

Sales Office () WASHINGTON) ROMNEY, MITT 138 CONANT ST Advertiser Product ROMNEY/PRESIDENT/REP BEVERLY, MA 01915 Salesperson () MIKE JONES

Estimate# Agency C/P1/P2/E

Flight Dates Buyer STEPHANIE KINCAID 08/22/2012 - 08/28/2012 Salesperson Phone# 202-872-5880 Salesperson FAX# 202-872-0263

Hiatus Weeks Phone# Fax#

-SALES MONTHLY TOTALS-

79 / \$96,290.00 Aug 12: Sep 12: 0 / \$0.00

Sales Totals: 79 / \$96,290.00 Station Totals: 79 / \$96,290.00 Lines not sent/rcld/rtrn: 0 / \$0.00

-COMPETITIVE-

Market Totals \$204,872 CABL 0% KLAS 47% KSNV 25% KTNV 15% KTUD 0%

0% 0% 13% 0% KVCW KVMY KVVU UNKN

FEB11 Books RA35+ Demos